

Delaware State Arts Council Meeting Minutes
March 13, 2019
10 a.m. to 12 p.m.
DESU Arts Center/Gallery
1200 S. Dupont Hwy, Dover DE

Attending: Council: Mack Wathen (Chair), Tina Betz, Donna Blakey, David Fleming, Andrew Horgan, Janis Julian, Heather Morrissey, John Muller, Rosetta Roach, Cheryle Pringle, Michael Quattrociocchi

Staff: Paul Weagraff, Kristin Pleasanton, Sheila Ross, Kathleen Dinsmore, Roxanne Stanulis, Dana Wise, Gwen Henderson, Leeann Wallett

Public: Jennifer Gunther – VSA/DESU, Deb Hansen - DOE

Absent: Madeleine Bayard, Michael Kalmbach, Mary Ann Miller, Dan Shelton

The meeting was called to order at 10:13 a.m.

Motion by Donna Blakey to approve minutes from the December 12, 2018 Council meeting – Second by Heather Morrissey – All in favor – None opposed.

Chair's Report – Mack Wathen

1. **Poetry Out Loud:** Mr. Wathen commented on what a wonderful event it was. Sheila, and the entire team at the Division of the Arts did a great job putting on a flawless competition that showcased the talents of some impressive young Delawareans. Thank you, Sheila, and team!
2. **Opera Delaware:** Mr. Wathen reported that he saw a great presentation by Brendan Cooke, General Director of Opera Delaware at UD's OSHER Life Long Learning Institute. Brendan began by noting that Opera Delaware is the 11th oldest in the U.S. Was 14th oldest a year ago, but it's a challenging market for opera. He noted the economic impact of O.D., and that since 2016 they've had 2,688 out-of-area patrons and received 30 out-of-area reviews, including a French publication that discussed Venice, Berlin, and Wilmington!
 - Opera Delaware 2016 performance of Semiramide was featured on an NPR broadcast that reached an audience of over 700,000 listeners
 - OD will be celebrating its 75th anniversary in 2020. They will make it a 14-month long celebration, as they work to make the opera more relevant for current and prospective local audiences. An example is their current set of "Legal themed" operas, Dead Man Walking, Scalia/Ginsburg, and Trial by Jury. They will have more performances, and more community outreach and engagement events.
 - Brandon offered to come and make a presentation to the Arts Council. They may be a good location to host the Council's December meeting.
3. **Delaware Fun-A-Day:** Delaware Fun-A-Day is a month-long activity, where any local artist that wants to participate creates one piece of artwork each of the 28 days of February. It's in its 8th year in Delaware. Along with 252 other artists, Mr. Wathen participated for the first time this year. 253 artists each creating 28 pieces of artwork results in over 7,000 pieces of art! The opening was this past Friday at the Center for the Creative Arts in Yorklyn, and it was a huge success. It was a free event, which is also free to artists to participate. It was far and away the largest crowd Mr. Wathen had ever seen there. There was a DJ, Food Trucks, beer being poured by a local micro-brewery, Yorklyn's own Dew Point brewing, tours of CCARTs, and jewelry making demonstrations. The show will run through Sunday, March 17th.
 - Delaware Fun-A-Day is a 100% volunteer organization that depends on small donations. Mr. Wathen talked to the leader of the organization about whether they've thought about seeking grant support. They are not currently a registered non-profit, so they would need to do that first. Mr. Wathen noted

that as it grows, they may need more structure and funds to be successful. He will continue to have a dialogue with the group's leader, Meredith.

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- 4. **Mid Atlantic Arts Foundation:** Mr. Wathen provided a brief update on the Mid Atlantic Arts Foundation. He serves on the board and an officer (Treasurer) of the organization. There are two other Delawareans on the board, including the Chairman, Hal Real, and Ramona Riscoe-Benson. So, Delaware has an out-sized representation on the board, with 2 of the 5 officers, and 3 of the 20 board members. MAAF is one of 5 regional arts organizations, and it serves seven mid-Atlantic states, the District of Columbia and the U.S. Virgin Islands.
- MAAF is celebrating its 40th year this year. MAAF has sponsored arts programming throughout the State of Delaware, including the Jazz Touring Network, Wilmington Wintergrass Festival, UD, On Screen/In Person hosted by the Light up the Queen Foundation, Creative fellowship grants, and many others. Mr. Wathen had a list of the Delaware programming done in the last fiscal year which was handed out to Council members. In addition, the grant process and panels for Delaware's individual artist fellows are managed by MAAF. Also distributed to Council members is some information on MAAF's regional touring programs, and some information on how to contribute to MAAF, if Council members are so inclined to do. It would be greatly appreciated. Mr. Wathen also passed around cards describing 4 of MAAF's other programs, USArtists International, On Screen/In Person, the Jazz Touring Network, and Southern Exposure: The Performing Arts of Latin America.

Director's Report – Paul Weagraff

Welcome Kathleen Dinsmore

Kathleen Dinsmore has 18 years of experience in the arts, having worked in grantmaking, fundraising, public relations, and curatorial positions throughout her career. Most recently, she was the Grants Manager for foundations and government relations at the Barnes Foundation art museum in Philadelphia. Prior to that position, she spent six years at the National Endowment for the Arts as a grants administrator for dance and opera companies and later as the Museums and Visual Arts Program Specialist. She studied Art History and Arts Administration at the School of the Art Institute of Chicago and majored in French literature at Georgetown University. Her earlier arts-related work experience includes staff-level positions at the Smithsonian Institution and the National Gallery of Art. She lives in Wilmington with her husband and four-year-old daughter.

SmartSimple

SmartSimple is fully functional for all applications. This year's application cycle went off quite smoothly, considering it was the first time our users were completing applications in the system. The same procedures will be used for panel review this year. Panelists will have online access to the applications, comment fields, and scoring, for review prior to the panel meetings.

Applicants will have access to all of their application information and panel comments (transcribed edited by staff for clarity and anonymity).

So far, we are quite pleased with SmartSimple's capabilities and the technical support we receive from the vendor. We still have much to learn, and the assistance we receive has been swift, helpful, and supportive. We have much more control over changes in the system, which gives us more flexibility to update and modify applications and reports.

Delaware Arts Advocacy Day

The Delaware Arts Alliance is coordinating a four-hour visit to Legislative Hall on Thursday, March 28 for arts advocates to meet with their legislators. Modeling it after the national arts advocacy day this year, they also will

have information set up in a central location where legislators can drop in to meet with arts advocates and get information about the arts and arts education in Delaware.

Anniversaries

Staff members have been working on anniversary branding and materials for the 30th anniversary of the Division and 50th anniversary of the Council. From an anniversary logo to an upcoming anniversary publication, the year will culminate in the Arts Summit and Governor's Awards on Monday, October 28th. Leeann has created a special section on the Division website to highlight the Division's funding and impact over the past several years, using NASAA reporting tools with data the Division provides to them on an annual basis.

Opportunity Grants

To date, the Division has awarded (<https://arts.delaware.gov/grants-awarded>):

- 7 Artist Residency grants, totaling \$12,380
- 24 Arts Access grants, totaling \$21,500
- 12 TranspARTation grants, totaling \$3,435
- 6 Artist Opportunity grants, totaling \$4,050

For your calendar (on the meeting agenda)

March 17, 2019; 1:00 to 3:00p	NAP (State Employee) Art Exhibit Reception
March 28, 2019	Delaware Arts Advocacy Day
May 6 – 8, 2019	Grant review panels – Dover Public Library
June 12, 2019; 5p to 7p	Individual Artists Fellowship (IAF) Reception, Biggs Museum
August 3 – September 1, 2019	IAF Show at CAMP Rehoboth, Rehoboth Beach
	Opening: Saturday, August 3
September 6 – October 18, 2019	IAF Show at Cab Calloway: Opening: Friday, September 6 (Art Loop)
June 26, 2019, 10a to 2p (the last Wednesday)	DSAC Meeting, New Castle County, Buena Vista
September 17, 2019; 10a to 12p (Tuesday)	DSAC Meeting, Sussex County, TBD
October 28, 2019; 8:30a to 6:30p	Arts Summit and Governor's Awards for the Arts at Dover Downs
December 18, 2019; 10a to 12p	DSAC Meeting, New Castle County, TBD

Kathleen Dinsmore – 2020 Grants Report

Thank you for welcoming me today. I'm looking forward to getting to know all of you as I get more acclimated to my new role.

I wanted to tell you a little but about the pool of grant applications we received for FY2020.

A total of 106 grant applications were submitted under the following categories:

- General Operating Support
- Arts Stabilization Fund
- Education Resource
- StartUp program
- Project Support

The total request for these 106 applications is roughly \$597,000. Last year we received 115 applications with a total request of around \$568,000.

Panel meetings will take place at the Dover Public Library on Mon., May 6, Tue., May 7, and Wed., May 8.

- May 6th panelists will review 20 Project Support applications; 6 applications have direct expenses under \$12,000 and will be reviewed in-house.
- May 7th panelists will review 22 General Operating Support “full” applications with 37 interim applications being reviewed in-house.
- May 8th panelists will review 14 Education Resource applications and 6 Arts Stabilization applications.

Leeann Wallett – Marketing & Communications Recap 2018-19

30th Anniversary

- Content campaign on social media
- Follow along using the hashtag #DDOA30
- Print piece coming soon!

New Program Logos

Designs created by Blue Blaze Associates. We created a brand new logo for Delaware State of the Arts in conjunction with the DelawareScene.com logo refresh.

Partner Projects

- Art Loop on French Street
- Arts Advocacy

DelawareScene.com Digital Ad Banners

Two standardized sizes available for purchase - 728 x 90 and 300 x 250. Full run-of site, except for homepage and prominent placement on bi-weekly DelawareSceneStealers email.

Print Collateral Email and Digital Ad Campaign

Year-long digital marketing campaign to promote and highlight DelawareScene.com and Mezzanine Gallery. Tactics included: targeted display on digital networks, dedicated e-blasts, and sponsored e-newsletters.

Sheila Ross – Poetry Out Loud re-cap

In summary, Poetry Out Loud is a national high school poetry contest that focusses on the memorization and recitation of poetry classics. The contest is organized by the NEA and the Poetry Foundation. All 50 states and DC, the Virgin Islands and Puerto Rico participate in the program. The national competition is free if anyone is interested in attending. This year the national finals are being held April 30th and May 1st. At the national finals 6 students will win \$1,000, 2nd runner up wins \$5,000, the 1st runner up wins \$10,000, and the national winner \$20,000.

Our job at the state level is to get high schools interested and have a statewide contest that gives us a state winner whom we send to Washington, DC to represent Delaware in the national finals. Each state winner receives \$200 and their high school receives \$500 for purchasing poetry books. The first runner up receives \$100, and \$200 for the school. Our winner is Chelsea Anokye-Agyei, a senior from Hodgson Vo-Tech High School. Chelsea will also be opening up for the State Senate for the next legislative session.

Special thanks to Mack Wathen who brought greetings on behalf of the council and introduced the judges. And also to Heather Morrissey who served as our accuracy judge.

Kristin Pleasanton – State Employee Art Exhibition 102

This is the 8th year we've hosted the State Employee Art Exhibition with DE State University Art Center/Gallery. The program is sponsored by the National Arts Program (NAP). This year there are 206 pieces entered by state employees and their families. The five categories are Adult – professional, intermediate, and amateur; then Kids – youth 12 & under and teens 13-18. What you see here is a representation of all their work in all different mediums. The only requirement is that it's prepared and ready to hang. We accept everything and display everything. I hire a program assistant to work with me for this show, it takes about a week to hang it all. There are judges' ribbons and the people's choice awards. People can vote in person, on line and by email. The show is open and free for all to attend. NAP gives \$3,250 worth of prize money we'll give out this Sunday for the reception & awards ceremony taking place from 1p – 3p at the Bank of America building on this campus. We usually get several hundred employees and family members who attend. We also get a lot of positive feedback and we're the only statewide organization that participates in this program. Feel free to take a look around and place your vote.

Deb Hansen (Department of Education) – Arts Education Update 107- 149

Arts Education in Delaware

- Priority of the State Board of Education
- Regulation 503- 6.0 Visual and Performing Arts
 - 6.1 Local school districts and charter schools shall provide instructional programs in the visual and performing arts for each grade K to 12 with the exception of the James H. Groves High School program.
 - 6.2 All public school students in each grade 1 to 6 shall be enrolled in a visual and performing arts program that demonstrates alignment to the Department of Education's adopted visual and performing arts standards and grade level expectations.
 - 20 DE Reg. 971 (06/01/17)
- DDOA supports standards- based instruction in Delaware's public schools by requiring those seeking Education Resource Grants to align their plan to the adopted standards.
- DDOA, the Delaware Arts Alliance, and DOE partner each year to provide summer professional learning opportunities for arts educators.

This year we add the University of Delaware Partnership for Arts & Culture to offer certification for teaching artists.

Please visit the Delaware Standards for Visual & Performing Arts website at <https://www.deartsstandards.org/>.

Jennifer Gunther – Overview of Scholastics

Overview of Scholastics Awards

The national winners were announced today for the Scholastics Art & Writing Awards. We got a gold medal for a portfolio in writing. Sophia Zhao who entered independently from her school - Wilmington Charter School, won the award. Overall Delaware won 11 gold and 15 silver medals for visual arts and writing combined.

DESU Arts Center/Gallery is the regional host of the arts portion of the scholastic program and we are in our 9th year. We adjudicated close to 1500 entries this year. There are three levels of regional awards that can be received – gold, silver, and honorable mention. There were 120 regional gold medal winners, 250 silver, and 400 honorable mentions. We exhibit the gold and silver winners here at the Arts Center/Gallery. We hold an awards ceremony where we champion the gold key winners as well as the Delaware Congressional Art Award that was presented by

Lisa Blunt-Rochester our current legislator. We also presented scholarships in partnership with the Delaware Art Educators Association and the Delaware Foundation for Visual Arts.

I want to take a moment and briefly mention the NAP state employee art exhibit. This partnership benefits us with exposure for DESU Arts Center/Gallery. Kristin has been able to use my arts administration interns for the process and three had turned into temporary positions with DDOA for facilitating the program. Lastly, DESU employees are eligible to participate as well.

Old Business

Paul – Reminder: The June council meeting will be the last Wednesday (26th) in order for the meeting to be held at Buena Vista. The September meeting will be on the third Tuesday (17th) instead of Wednesday because of Paul and Mack attending NASAA's Leadership Meeting.

New Business

Mike Quattrociocchi is leaving the council, today is his last meeting. His role and contributions to the arts council are very much appreciated and he will be missed. He was presented with a certificate of appreciation and parting gifts.

Public Comment - None

Motion by Tina Betz to adjourn meeting at 12:00pm – Second by David Fleming - All in favor – None Opposed.

Lunch